

In the Claims

1 1. [Original] An article of manufacture comprising:
2 a processor-usable medium having processor-useable code embodied
3 therein and configured to cause processing circuitry to perform steps
4 comprising:
5 providing a marketing message intended for an image forming
6 device user from a party other than a provider of a consumable;
7 monitoring an association of a consumable with an image forming
8 device; and
9 enabling communication of the marketing message to the image
10 forming device user responsive to the monitoring.

1 2. [Original] The article of claim 1 wherein the monitoring comprises
2 monitoring coupling of the consumable and the image forming device.

1 3. [Currently Amended] The article of claim 1 wherein the enabling
2 comprises ~~storing~~ accessing the marketing message ~~upon~~ from a memory device
3 of the consumable.

1 4. [Currently Amended] The article of claim 1 wherein the enabling
2 comprises ~~storing~~ accessing an identifier of the marketing message ~~upon~~ from a
3 memory device of the consumable.

1 5. [Original] The article of claim 1 wherein the enabling comprises
2 communicating the marketing message to the image forming device.

1 6. [Original] The article of claim 1 wherein the providing comprises
2 providing the marketing message comprising a message unrelated to the
3 consumable and unrelated to the image forming device.

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1 7. [Original] The article of claim 1 wherein the code is further
2 configured to cause the processing circuitry to perform the step including
3 offering the marketing message to parties other than providers of the
4 consumable and the providing is responsive to the offering.

1 8. [Currently Amended] A marketing method to image forming device
2 users comprising:
3 providing a consumable usable in an image forming device to form hard
4 images and usable to enable a marketing function with respect to image forming
5 device users;
6 making available the marketing function to other parties apart from a
7 provider of the consumables;
8 receiving an indication regarding a desirous party to utilize the marketing
9 function;
10 enabling ~~[[a]]~~ the marketing function for the desirous party using the
11 consumable; and
12 initiating the marketing function after the enabling.

1 9. [Original] The method of claim 8 wherein the initiating the
2 marketing function comprises communicating a marketing message for the
3 desirous party using the image forming device.

1 10. [Original] The method of claim 9 wherein the communicating
2 comprises communicating the marketing message comprising a message
3 unrelated to the consumable and unrelated to the image forming device.

1 11. [Original] The method of claim 8 wherein the initiating comprises
2 communicating a marketing message using an image forming device.

1 12. [Original] The method of claim 8 further comprising detecting a
2 triggering event with respect to the consumable, and wherein the initiating is
3 responsive to the detecting.

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1 13 [Original] The method of claim 12 wherein the initiating comprises
2 communicating a marketing message.

1 14. [Original] The method of claim 12 wherein the detecting the
2 triggering event comprises detecting coupling of the consumable with an image
3 forming device.

1 15. [Original] The method of claim 12 wherein the detecting the
2 triggering event comprises detecting a condition of the consumable reaching a
3 predetermined level.

1 16. [Original] The method of claim 8 wherein the providing the
2 consumable comprises providing the consumable configured to enable the
3 marketing function comprising communication of a marketing message
4 associated with the desirous party, and the consumable comprises a memory
5 device configured to store the marketing message, and the enabling comprises
6 storing the marketing message using the memory device and the initiating
7 comprises accessing the marketing message from the memory device and
8 communicating the marketing message using the image forming device after the
9 accessing.

1 17. [Original] The method of claim 8 wherein the consumable
2 comprises a memory device, and the enabling comprises storing an identifier
3 within the memory device to identify the marketing function for the desirous
4 party, and the initiating comprises accessing the identifier, and further
5 comprising:
6 associating the consumable with an image forming device;
7 first communicating the identifier externally of the image forming device
8 to identify the marketing function comprising a marketing message for the
9 desirous party after the associating;
10 receiving a marketing message within the image forming device
11 responsive to the first communicating; and
12 second communicating the marketing message using the image forming

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13 device.

1 18. [Currently Amended] The method of claim 8 wherein the enabling
2 comprises monitoring the consumable utilizing an external device with respect to
3 the image forming device, and further comprising detecting a status of the
4 consumable reaching a predetermined status, and wherein the initiating the
5 marketing function comprises forwarding a marketing message to the image
6 forming device utilizing the external device responsive to the detecting the
7 status, and further comprising communicating the marketing message using the
8 image forming device responsive to the detecting the status.

1 19. [Currently Amended] The method of claim 8 wherein the making
2 available comprises offering electrical storage space of a memory device of a
3 consumable to the other parties.

1 20. [Original] A marketing method to printer users comprising:
2 providing a consumable usable in a printer to print hard images and usable
3 to enable communication of a marketing message with respect to printer users;
4 offering the contents of the marketing message to other parties apart
5 from a provider of the consumables;
6 receiving an indication regarding a desirous party to utilize the marketing
7 message;
8 enabling a marketing message for the desirous party using the
9 consumable and wherein the marketing message is unrelated to the printer and
10 unrelated to the consumable;
11 detecting a triggering event with respect to the consumable after the
12 associating; and
13 initiating communication of the marketing message using the printer
14 responsive to the detecting.

1 21. [New] The article of claim 1 wherein the enabling comprises
2 enabling responsive to the monitoring detecting the association comprising
3 installation of the consumable within the image forming device.

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1 22. [New] The method of claim 8 wherein the enabling comprises
2 storing electrical data related to the marketing function using an electrical
3 memory device of the consumable.

1 23. [New] The method of claim 8 wherein the enabling the marketing
2 function comprises storing a marketing message in the form of electrical data
3 using an electrical memory device of the consumable.

1 24. [New] The method of claim 17 wherein the enabling comprises
2 storing electrical data of the identifier within the memory device comprising an
3 electrical memory device configured to store the electrical data.

1 25. [New] The method of claim 20 wherein the initiating
2 communication comprises initiating printing of the marketing message using the
3 printer.

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